

**Office of State Museum**  
**Agency Number 06-263**  
**Fiscal Year 2008-2009 through 2012-2013**

**Agency Vision Statement**

The Office of State Museum will operate and manage the preeminent historical, cultural and educational institutions dedicated to collecting, preserving and presenting objects of art, documents and artifacts that reflect the diverse history, art, and culture of the State of Louisiana.

**Agency Mission Statement**

The mission of the Office of State Museum is to maintain the Louisiana State Museum as a true statewide Museum system that is accredited by the American Association of Museums; to collect, preserve, and interpret buildings, documents and artifacts that reveal Louisiana's history and culture; and to present those items using both traditional and innovative technology to educate, enlighten and provide enjoyment for the people of Louisiana and its visitors.

**Agency Philosophy Statement**

The history and culture of Louisiana are among the richest and most interesting in the world. The philosophy of the Office of State Museum is to use the highest standards of professionalism, scholarship, and management techniques, in accordance with the guidelines of the American Association of Museums, to operate the Louisiana State Museum system.

**Agency Goals**

- I. To collect, preserve, and interpret buildings, artifacts, documents and other items that reveal Louisiana's history and culture;
- II. To educate, enlighten and provide enjoyment for the people of Louisiana, visitors and others through the development of exhibits, programs and presentations of Louisiana's history, culture and people; and
- III. To provide these services in accordance with the highest standards of professionalism, scholarship, management, and the American Association of Museums.

## Agency/Program Objectives

**Objective 1. The Louisiana State Museum will operate and maintain a statewide AAM accredited system in accordance with the standards established by the American Association of Museums and will open new and expanded facilities throughout the state.**

### Strategies

- 1.1 Successfully maintain the Museum's AAM accreditation for an additional ten year period.
- 1.2 Develop and implement a Master Plan for Louisiana State Museum exhibits.
- 1.3 Development of the Museum of North Louisiana History and Sports Hall of Fame in Natchitoches.
- 1.4 Completion of new exhibits at the Louisiana State Museum- Patterson Branch and E.D. White Historic Site in Thibodaux.
- 1.5 Development of new programming in the Old U.S. Mint, working in conjunction with the French Market Corporation in its redevelopment of the New Orleans French Market and other potential partners.
- 1.6 Continued development of the statewide curator program, continuing its support of cultural organizations and small museums statewide and expanding it to include other institutional categories.
- 1.7 Continued development of the exhibits and programming of the Capital Park Branch Museum in Baton Rouge, particularly for the changing gallery space.
- 1.8 Establishment of a Louisiana Civil Rights Museum and African American Heritage Center in New Orleans.

### Indicators

<b>Output</b>	Number of sites/facilities/branches
<b>Outcomes</b>	Number of Museum audience
	Number of Museum attendance
	Number of collections items protected
<b>Quality</b>	AAM Accreditation

**Objective 2. The Louisiana State Museum will provide increased access to Museum activities and properties.**

**Strategies**

- 2.1** Provide additional traveling exhibits throughout the state within the State Library system and other venues.
- 2.2** Provide on-line exhibits, publications and other resources through the Museum's web page.
- 2.3** Establish school support through the Museum school/education programs, recognizing the changed landscape of schools resulting from the hurricanes of 2005.
- 2.4** Secure Smithsonian Institution affiliate status.
- 2.5** Development of a long-term, detailed marketing plan, along with a comprehensive retail sales plan.
- 2.6** Full implementation of a computer based ticketing system at all Museum properties, including Internet based ticket purchasing and stand alone kiosks in Tourism Welcome Centers.
- 2.7** Development of a lecture series program.
- 2.8** Continued participation in "Louisiana Life" and "Cultural Vistas" publication and development of new publishing opportunities and projects.
- 2.9** Work with retirement communities and Retirement Commission to develop volunteer opportunities and program for retirees.
- 2.10** Work with tourism and other departments of DCRT to publicize the I-10 corridor as a cultural/museum by-way.
- 2.11** Apply for more federal and corporate grants.
- 2.12** Expand educational offerings to include international relationships and to focus on eco-cultural study.

**Indicators**

<b>Output</b>	Number of audience Number of Traveling Exhibits
<b>Outcomes</b>	Increase in Traveling exhibits (parishes)
<b>Quality</b>	AAM Accreditation

**Objective 3. The Louisiana State Museum will preserve and expand Louisiana's cultural history.**

**Strategies**

- 3.1** Provide augmentation of the State's cultural treasury through purchase and receipt by gift of artifacts, documents, and other materials which reflect the history and culture of Louisiana.
- 3.2** Provide restoration and conservation and care of all Museum collections, including buildings.
- 3.3** Maintain a Collections Management System that provides for conservation, research, maintenance, storage, documentation, and accountability of the collection in accordance with the established standards of the American Association of Museums.
- 3.4** Provide an on-going collections inventory and cataloguing program.
- 3.5** Provide research support to the citizens and scholars of Louisiana through the Museum Historical Center.

**Indicators**

- |                |   |
|----------------|---|
| <b>Output</b>  | Number of buildings/facilities<br>Number of collection items protected. |
| <b>Outcome</b> | Number of buildings protected   |
| <b>Quality</b> | AAM Accreditation   |

## **Office of State Museum Program Supporting Documentation**

**A. Statement of Principal Clients and Users and Benefits Received:**

The Louisiana State Museum is a statewide educational institution that serves as a significant learning resource for the understanding and appreciation of Louisiana's cultural heritage for all citizens of and visitors to the State of Louisiana.

**B. List of External Variables Over Which the Museum has no Control:**

- Economic conditions, including tourism trends, state budget conditions, population variances, etc.
- Political climate of the areas in which Museum properties exist which might affect tourism in those areas.
- Weather events which might threaten building structures or contents.

**C. Statement of how duplication will be avoided when the operations of more than one program are directed at achieving a single goal, objective or strategy:**

The Louisiana State Museum is a single program that works out of a core base in New Orleans, supporting all branches of the program with a single administration and operations, thereby eliminating any possibility of duplication within the program.

**D. Statement of how the indicators will drive management decisions and other agency processes:**

The performance indicators incorporated into the Office of State Museum's Strategic Plan all provide measures of how effectively it is presenting materials and/or reaching potential audiences. The indicators regarding AAM accreditation reflect the quality of Museum programming and management as it relates to standards set by a consensus of Museum professionals and experts. Deviation from the target goals in these indicator will alert management to the need to reassess program and exhibit quality, scholarship levels, and management techniques to evaluate how and why AAM standards are not being met.

If indicators are relating the attendance and audience numbers are not showing expected results, Museum management personnel will know that reassessment of programming and/or marketing strategies is needed. Combined with demographic information and surveys, management should have sufficient information to know what areas are lacking and what needs to be addressed, being mindful that external factors over which the Museum has no control may also be playing into the level of attendance at Museum properties.

**E. Authorizations for each goal:**

Act 83 of 1997; R.S. 36:201, 207A, 208C, 209E, and 909; Act 396 of 1976; Act 1513 of 1976; and Act 511 of 1982.

**F. Program Evaluation used to develop objectives and strategies:**

The Office of State Museum understands the enormous responsibility it has to protect and conserve the historic buildings and collection items entrusted to it. The State Museum constantly evaluates, surveys, and studies ways to accomplish its mission in a more efficient and cost effective manner, while maintaining the quality of exhibits and programming. The results of these evaluation processes were used to develop the objectives and strategies identified in this Strategic Plan.

In Fiscal Year 2007, the Museum has conducted a number of surveys and focus groups of various segments of its audience. In the future, full implementation of the Museum's ticketing system will allow the Museum to more accurately record demographic information, as well as build targeted surveys that are statistically significant rather than random.

Professional Museum organizations and similar State agencies are studied and evaluated constantly to determine the state of the art in history museums in order to be on the cutting edge. The Museum encourages staff professionals to build rapport with colleagues through membership and participation in professional associations and organizations.

**G. Primary Beneficiaries**

The Museum currently maintains and operates twelve historic properties statewide and a collection of artifacts which are made available to the citizens of Louisiana, students and scholars through exhibitions, publications, formal educational programs, symposia, lecture series, media, and Internet projects. The State Museum functions as Louisiana's cultural treasury supporting Louisiana's cultural identity for all Louisianans and the state's many visitors.

The properties of the State Museum represent Louisiana's architectural heritage dating back to 1788.

Six of the Louisiana State Museum buildings are national historic landmarks: The Cabildo, Presbytere, Lower Pontalba Building, Madame John's Legacy, the Old U.S. Mint, and the E.D. White Historic Site. Consequently, the Louisiana State Museum is one of the largest protectors of historically significant properties in the United States. The Old Courthouse Museum in Natchitoches is a recorded historic landmark of the city of Natchitoches. The five remaining buildings, the Arsenal, Collections Facility, Jackson House, Creole House in New Orleans, and the Wedell Williams Memorial Aviation Museum in Patterson, Louisiana are of regional and local significance. The Museum's most recent addition is the Capitol Park Branch in Baton Rouge, a state of the art museum facility that will be an educational and cultural hub of the Baton Rouge community. Within these historic facilities the Museum preserves, researches and exhibits a large collection of Jazz, decorative arts, folk art, fabric and textiles, science and technology, aviation, visual arts and historical manuscripts, prints, maps, and historic photographs illustrating the history and culture of Louisiana.

The State Museum is headed by the Museum Director, who also serves as Assistant Secretary of the Office of State Museum, an agency within the Department of Culture, Recreation and Tourism.

Clearly the irreplaceable collections of the Louisiana State Museum are most important. The security, preservation and availability of these priceless pieces for the people of the State of Louisiana, as well as visitors to the State, dictate the need for the statewide Louisiana State Museum program, primarily benefiting the citizens of the State of Louisiana but the greater national and international community as well.